

## MARCH 1993 MANUFACTURERS' PRICE INCREASE SUMMARY

COMPANY	ANNOUNCED	EFFECTIVE	BRANDS	PRICE INCREASE	NEW PRICE		PROGRAM OFFER			ALLOW	DATING
					80/85	100/120					
PHILIP MORRIS	THUR., 3/11/93	MON., 3/15/93	ALL BRAND STYLES(EXCEPT) PLAYERS LIGHTS 25'S CAMEL, ALPINE, BUCKS, BRISTOL BASIC BASIC (MN, TN, MT, MD, WI) 2.00 AAV PRIVATE LABEL CARTIER, ROTHMANS, CANAD PL	\$1.00 \$0.80 \$1.00 \$2.50 \$4.00 \$2.50 \$2.50 NO CHANGE	\$72.10 \$57.70 \$52.45 <del>\$39.20</del> 39.20 \$34.20 34.20 \$57.85 <del>\$39.20</del> 39.20 41.20	\$73.60 \$58.90 \$53.70 \$40.45 40.45 \$35.45 35.45 \$59.10 \$40.45 42.45	2 PERIODS BUY MAR 15-19 100% 200% GET MAR 22-31 150% 150% \$1.50, \$1.20, \$1.00 (SHIPMENTS ) ALL FOR RET FEAT PR-UNCHG (LIMITED ) SEMI-ANN ACCRUAL +\$1.50 ( TO 125%/WEEK ) OFF-INV TRADE DISC -\$1.50 ( ) BASIC & FVB WILL GET 2 WK CREDIT MEMO			\$4.00 \$2.75 \$1.00	30 DAYS ON INCREMENT
B & W	TUES, 3/30/93	MON., 3/15/93 THUR, 4/1/93	ALL BRAND STYLES(EXCEPT) RICHLAND 25'S KINGS RICHLAND 20'S, VICEROY BELAIR, RALEIGH RALEIGH EXTRA AND GPC 2.00 SAVANNAH 100'S	\$1.00 \$0.80 \$1.00 \$1.00 NONE \$1.00		43.70 44.95	130% ALLOCATION 2 WEEK CREDIT MEMO FOR DIFF BETWEEN OLD AND NEW PRICE				
LORILLARD		MON., 3/15/93	ALL BRAND STYLES(EXCEPT) STYLE HARLEY DAVIDSON (TEST)	\$1.00 \$1.00 \$1.00	\$72.10 \$52.45	\$73.60 \$53.70	2 WEEK CREDIT MEMO FOR DIFF BETWEEN OLD AND NEW PRICE				
RJ REYNOLDS	FRI., 3/12/93	MON., 3/15/93	ALL BRAND STYLES(EXCEPT) CENTURY 25'S DORAL, MAGNA, STERLING FRSYTH(BEST VAL, MONARCH, P.L. EXPORT A	\$1.00 \$0.80 \$1.00 \$2.50 2.00 NO CHANGE	\$72.10 \$57.70 \$52.45 \$39.20 41.20 \$66.35	\$73.60 \$58.90 \$53.70 \$40.45 42.45	3 - PERIODS BUY MAR 15-19 200% \$0.75/M, \$1.25/M IF MAX ALL PERIODS MAR 22-26 200% \$0.75/M, \$1.25/M IF MAX ALL PERIODS MAR 29-31 200% \$0.75/M, \$1.25/M IF MAX ALL PERIODS 2 WK CREDIT MEMO TRADE DISC -\$1.50 SEMI-ANN ACCRUAL +\$1.50			\$1.00 \$2.75	
UGGETT	MON, 3/15/93	TUES., 3/16/93	ALL BRAND STYLES(EXCEPT) PYRAMID NEW CHESTERFIELD FILTERS GENERIC P.L. QUALITY SEAL 2.00	\$1.00 \$1.00 \$1.00 \$2.50 \$2.50	\$72.10 \$52.45 \$37.20 37.20 \$39.20 39.20 41.20	\$73.60 \$53.70 40.45 \$38.45 \$40.45	1 - 12 DAY PER BUY 100% GET UNLIMITED \$1.25/M 2 WK CREDIT MEMO 2 WK CREDIT MEMO				
AMERICAN	THURS., 3/18/93	MON., 3/15/93 MON., 3/22/93	ALL BRAND STYLES ALL BRAND STYLES(EXCEPT) PRIVATE STOCK, PRIME	\$1.00 .75	\$72.10 39.95	\$73.60 41.20	125% ALLOCATION				

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